NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

DVD SLICK

TO: The Film and Video Labelling Body Inc.
        PO Box 2627
        Ponsonby
        Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

No Mercy

is   **Not Approved.**

if approval refused, the reasons for the decision:

The DVD slick is not approved because it contains extremely degrading, dehumanising and demeaning representations of women. A close-up image on the back cover is particularly problematic. This image is very evidently contrived for the camera and has the effect of reducing the woman depicted, and women in general, to a set of orifices for male sexual use and gratification. Adjacent images add to the degrading, dehumanising and demeaning tone of the slick.

A video cassette case containing the images in question in a different combination was not approved. The most problematic image in the current submission does not share the extremely close focus of the previous presentation. However, despite the difference in immediate impact, the effect of this image, combined with the other images, is degrading, dehumanising and demeaning.

The Classification Office has weighed the competing considerations of the issues raised above and the rights to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The degrading, dehumanising and demeaning nature of the video slick's images makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The slick is therefore not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good. The likely injury arises from the availability, to a predominantly male audience, of advertising material that reinforces negative attitudes towards women.

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Date: 06 September 2001

For the Classification Office (signed):

OFLC Ref: 101212

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